

# PRSA*notes*

*An electronic newsletter by and for the 200+ members of the Central Iowa Chapter*  
May, 2003

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**May topic: 'Trends in Public Relations Local & Worldwide'**

Central Iowa Chapter PRSA's May 15 luncheon program will focus on "Trends in Public Relations Local & Worldwide." The meeting will be held in the Iowa Farm Bureau Federation Auditorium in West Des Moines from 11:30 a.m. to 1 p.m.

In his overview of the panel discussion, Aaron Putze, APR, program chairman, noted that "every day brings change, both here at home and around the world. Many of these changes and trends from a sluggish economy to increased public skepticism to domestic and worldwide unrest have a profound impact on public relations and communications practitioners and the clients and businesses they represent."

He urges Central Iowa Chapter members to participate in a lively discussion of ways public relations professionals are meeting business and client goals and objectives while coping with unrelenting change. A panel of communications and public relations professionals will share their perspective and true-to-life examples of how trends both local and global have changed the way they do business here and around the world.

Presenters are Ron Hanser, APR, President, Hanser & Associates; Tim Grabinski, Director Communications Services, MidAmerican Energy; Courtney Chabot Dreyer, Manager, Public Relations, Pioneer Corporate Communications, and Randy McNeal, Director, Marketing & Public Relations, Blank Park Zoo/Foundation.

Iowa Farm Bureau Federation is located at, 5400 University Ave., West Des Moines. (The Iowa Farm Bureau is located just west of the University Park Holiday Inn, across from the Cracker Barrel Restaurant and Country Inn & Suites).

For lunch, attendees will be invited to build their own pasta dish, starting with a choice of fresh cooked Bow-Tie or Cavatelli noodles and top with their choice of meat, marinara or Alfredo sauce, served with side salad topped with Italian Dressing, breadstick and assorted cookies. There will be a choice of lemonade, ice tea or bottled water for beverages. Cost: PRSA members: \$18 / non-members: \$23 / students: \$13. (A \$5 fee will be added to late registrations)

Prospective attendees may register by logging on to the Central Iowa PRSA Chapter web site at [www.prsaciowa.org](http://www.prsaciowa.org), click on "Upcoming Meetings" and complete the on-line registration form. Registration deadline is Friday, May 9, 2003.

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## **140 aim for seat at strategy table**

Central Iowa PRSA's 34th Annual Institute "*Winning a Seat at the Strategy Table*" brought together 140 practitioners from across the region.

Speakers for the April 3 event focused their presentations on the conference theme, providing experiences and advice to help practitioners reach the top level of their organization. Attendees gave their highest marks to John McDonald from General Motors (*Motivating 400,000 Employees One at a Time*) and Eileen Wixted from Wixted Pope Nora & Associates (*Once You Get There Tips for Training the CEO*).

Special thanks to the Institute Committee for a job well done. Committee members include **Antoinette Bernich** and **Sarah Rasmussen**, Metro Waste Authority; **Katie Boes** (student), Iowa State University; **Bev Corron**, International Association for Food Protection; **Jane Keairns**, **Megan Tehel** and **Amy Pint**, Principal Financial Group; **Paul Kluding**, ARAG Group; **Joanna Schroeder**, Integer Group; **Kevin Waetke**, Maytag; and **Rob Schweers**, Iowa Heart Center.

And an extra special thanks to all who attended. See you in 2004!

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## **Chapter honors local professionals**

**Ryan Dick, Two Rivers Marketing Group, displays the two awards he received at the 6th Annual PRIME Awards presentation, including his entry for Iowa Mold Tooling Company, Inc., in the media relations program, which received Best In Show.**

**Joanna Schroeder, APR, The Integer Group, received Outstanding New Member award for her dedication to the chapter during the ceremonies for the 6th Annual PRIME Awards.**

Receiving the Outstanding Chapter Member award, Jane Keairns, APR, of the Principal Financial Group, displays the trophy recognizing her contribution to the Central Iowa PRSA Chapter.

Award winner Jill Spiekerman-Carrothers, APR, Maytag (center) and two representatives of Carmichael Lynch Spong agency in Minneapolis Doug Terfeher, left, and Maggie O'Brien show the six awards they received at the 6th Annual PRIME Awards ceremony.

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## **Chapter honors local professionals, announces sixth annual PRIME awards**

Local public relations professionals were recognized for individual achievements and public relations projects during the sixth annual PRIME (Public Relations Institute Mark of Excellence) Awards held in conjunction with the Central Iowa Chapter's annual PRSA Institute seminar April 3 at the HyVee Conference Center in West Des Moines.

Individual awards went to:

- Outstanding New Member: Joanna Schroeder, APR, Integer Group
- Outstanding Chapter Member: Jane Keairns, APR, Principal Financial Group
- Outstanding Iowa Advocate: Michael Gartner, Vision Iowa Chair and owner, Iowa Cubs

"It's a privilege to recognize the talents and contributions our members give back to the chapter and our profession," said Mike Palmer, APR, chapter president. Outstanding public relations projects were also recognized during the ceremony. A panel of judges from the Richmond, Va., PRSA chapter judged and critiqued the Iowa entries in March and designated awards for outstanding public relations efforts. Each entry was a communications project/campaign executed during 2002.

Entries were judged on planning, creative execution and documentation of results. One PRIME (first place) and Award of Merit was presented in each of 12 categories, if warranted. The 2003 Best of Show Award went to Ryan Dick of Two Rivers Marketing Group/Iowa Mold Tooling Company, Inc., in the Media Relations category.

Other awards were presented to the following:

#### **Internal Communications**

**Merit:** Two Rivers Marketing Group/Rental Service

**PRIME:** Principal Financial Group

#### **Newsletters**

**Merit:** Principal Financial Group

**PRIME:** GuideOne Insurance

#### **Other Publications**

**Merit:** Strategic America/Iowa Events Center

**PRIME:** Zimmerman, Laurent, Richardson, Inc./Iowa Department of Transportation

#### **Feature Writing**

**Merit:** Principal Financial Group

**PRIME:** ARAG Group

#### **Newswriting**

**Merit:** Zimmerman, Laurent, Richardson, Inc./Beam Industries Promotional

#### **Writing**

**Merit:** Principal Financial Group

**PRIME:** Carmichael Lynch Spong/Maytag Appliances

#### **Media Relations Programs**

**Merit:** Carmichael Lynch Spong/Maytag Appliances

**PRIME:** Two Rivers Marketing Group/Iowa Mold Tooling Company, Inc.

#### **Community Relations Program**

**Merit:** GuideOne Insurance

**PRIME:** Carmichael Lynch Spong/Maytag Appliances

#### **Special Events**

**Merit:** Porter & Associates/National Pork Producers Council

**PRIME:** Carmichael Lynch Spong/Maytag Appliances

#### **Integrated Communications**

**Merit:** Principal Financial Group

**PRIME:** Iowa Farm Bureau

#### **Audiovisual**

**Merit:** Carmichael Lynch Spong/Maytag Appliances,

**PRIME:** Carmichael Lynch Spong/Maytag Appliances

#### **Computer Based Communications**

**Merit:** Zimmerman, Laurent & Richardson, Inc./Beam Industries

**PRIME:** Principal Financial Group

### **Katie Boes wins chapter scholarship**

Winner of the Ferne G. Bonomi and Henry Milam Scholarship from Central Iowa Chapter PRSA was Katie M. Boes, a senior in journalism at Iowa State University with a PR emphasis. She has a double major in speech communication and a minor in psychology.

Her accomplishments include:

- Internship at Meredith Corp.
- PRSSA vice president and fundraising chair
- Institute liaison for Central Iowa chapter
- Co-chair Greenlee School Week
- Panhellenic director of PR
- VEISHEA media coordinator
- Blood Drive PR director
- Ethos Magazine publication board
- Sorority activity
- And much more!

(Where's Henry? The Central Iowa PRSA scholarship is named for Henry Milam, Ph.D., APR, and Ferne G. Bonomi, APR, Fellow PRSA, long-time co-coaches for accreditation candidates. Henry has retired from Drake University and moved to Texas where the sailing is better. In a recent e-mail to Ferne, he says he and his wife have been living on their 41-foot boat for nearly a year "and really love it." They sail in Galveston Bay and down off the Galveston coast, he says. At the moment, he has contracted with a "nearby community college to do some extensive institutional research," he says, and has been working full-time since January. "Say Howdy to PRSA people for me," he says. Milam's e-mail address is [hmilam@marinet.net](mailto:hmilam@marinet.net).)

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### **Highlights of the Chapter Survey**

Several chapter improvements are underway as a result of feedback garnered from the Member Survey conducted during December. Some 74 members (40 percent) of the Central Iowa PRSA Chapter completed the online survey conducted to garner feedback regarding programs and member participation.

Of the 74 respondents, 38 percent reported that they have increased their involvement or maintained a high level of involvement during the last year and 62 percent reported they have decreased their involvement or maintained a low level of involvement in PRSA. The top three reasons cited for low level involvement or low attendance at monthly meetings included scheduling conflicts, monthly programs not of interest and work demands too great.

Survey participants were asked several questions regarding preferences for luncheon meetings. Some 32 respondents indicated they preferred alternate locations or had no preference in meeting location. The remaining respondents indicated they preferred downtown (25 respondents) or a western suburb (17 respondents). Members also indicated that cost was not a factor (56 respondents) in not attending meetings and that most had no preference or preferred Thursday for day of the week (57 respondents). When asked for feedback regarding a breakfast meeting, 44 respondents indicated they would not attend a breakfast meeting, 16 respondents indicated they would attend a breakfast meeting and 13 indicated they 'maybe' would attend a breakfast meeting.

Other questions explored the benefits of PRSA, meeting member developmental needs and job related information. After analysis of the results, the Board of Directors identified several areas in which improvements can be made. The quality and topic of monthly programs were cited as important factors in determining attendance. Each year, a new member is appointed as Program Chair, with responsibility of forming a committee to coordinate monthly programs. Due to the appointment being made in May at the end of the PRSA planning year, it can be difficult over the summer months to form a committee, identify interesting topics, research potential speakers and confirm programs for the fall. To address this issue, the Board of Directors voted to add a Program Chair-Elect position to the Board of Directors. This Chair-Elect position will work with the program chair, as well as follow up on potential speakers and confirm programs earlier than previously had been done.

In addition to the Program Chair-Elect, the program committee will utilize the results from the survey for program planning. Out of 13 choices, the top nine areas of interest for program topics (in order of preference) included Measuring the Value of PR (42 respondents), Branding (38), Strategic Planning (37), Media Relations (37), Internet/Communications via the Web (34), Issues Management (32), Community Relations (30), Crisis Communications (28) and Employee Communications. In addition to these preferences, trend data from previous meetings combined with comments from members in the survey indicate that members are interested in learning about quality programs conducted by larger organizations, whether local or national. Another survey question explored the interest in social functions. Of the 74 members who completed the survey, some 26 members checked 'yes' and another 36 checked 'maybe' indicating an interest in attending a social function 1 or 2 times per year, with most listing late afternoon for a preferred time. The first social event, since the survey was conducted, was held April 24 and featured a networking theme.

For a complete summary of the member survey, go to [www.prsaciowa.org/2003survey\\_results.doc](http://www.prsaciowa.org/2003survey_results.doc).

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## **Seven chapter members attend Principal-sponsored PD session**

To succeed, you must be willing to fail more often, said Judith Rich, Rich Relations, at a professional development seminar March 26.

Rich, a consultant who frequently talks about the topic, said that creativity takes time, recognition (what's right with an idea) and risk-taking. On the topic of brainstorming, Rich suggested:

On the topic of brainstorming, Rich suggested:

- Plan ahead
- Get out of the office
- Budget for it
- Mix up the guest list
- Use outside facilitator and scribe
- Have stimuli, props and a strategic brief
- Prepare to change group's way of thinking

Other suggestions Rich offered included:

- We all think much bigger if we know we won't have to execute on the idea. \*  
Don't stop with the first good or "right" idea.
- Be ready to fall in love with someone else's idea as much as your own.

Seven Central Iowa PRSA members outside of the Principal Financial Group, which hosted, took advantage of this free session for members, reports Kelly Sankey, APR.

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**After delivery to Orchard Place, approximately half of the books donated during Central Iowa Chapter's book drive, were ready to be sorted. In order to promote youth literacy, the books will be distributed to children and young adults participating in Orchard Place programs.**

## **Chapter donates 3,000 kids' books to Child Development Center, Orchard Place**

In order to strengthen youth literacy in the Greater Des Moines community, Central Iowa Chapter PRSA collected and donated more than 3,000 children's books for Orchard Place and the Child Development Center in Des Moines. The chapter's first "PRSA Promotes Reading" book drive achieved its goal: to foster child and family reading in the local community.

"As public relations professionals, the members of our Central Iowa PRSA chapter understand the importance of literacy. They generously supported our chapter's initial book drive which we hope will foster the lifelong joy of reading in hundreds of young Iowans," said Mike Palmer, APR, chapter president.

The Child Development Center, a program of the nonprofit Children and Families of Iowa, received nearly 150 books from Central Iowa members. The Child Development Center provides quality childcare for approximately 200 local children, ages two to 12 years old. The center is nationally accredited for excellence in early childhood programs.

"PRSA's donation of these books makes it easier for us to get literacy in kids' lives," said Alicia Lewis, child care programs supervisor for Children and Families of Iowa. "Most of the books will go into our library to be shared by all classes and staff, and some will be given to our Family Child Care Home Program for those providers to use as resources with their children."

In cooperation with MidAmerican Energy, the chapter also was able to coordinate the donation and delivery of an additional 3,000 children's books to Orchard Place in Des Moines. Orchard Place serves more than 4,000 local children, adolescents and young adults with a wide variety of special needs through three integrated branches: Orchard Place Residential Campus, Orchard Place Child Guidance Center and Orchard Place PACE Juvenile Center. Orchard Place plans to distribute the books to each of the children they serve.

"In order to meet the district benchmark that 75 percent of students will read at grade level by the end of the year, we need to make sure our students have the tools to practice their reading skills," said Diann Peyton, principal of the Orchard Place campus school. "We are very happy to receive these books from PRSA. The more books we have, the better equipped we are to do our job."

The Central Iowa PRSA book drive ran from January through March 2003. Books and monetary gifts were donated by members at monthly chapter luncheons. Additional books were donated to the chapter by Barnes & Noble.

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## **Des Moines PR firm earns multiple awards**

Hanser & Associates this month received five Bronze Quill awards from the International Association of Business Communicators (IABC) Iowa Chapter.

The firm received all three awards presented in the media relations category, including an award of excellence for Hubbell Realty Company's Legacy Golf Course Community launch and two awards of merit for College Savings Iowa's "Kids Need College" and "Parents Need Tax Deductions" campaigns.

The West Des Moines-based firm also won an award of excellence in the design category for work with Iowa Pharmacy Association's brochure about controlling drug costs, and an award of merit in the annual reports category for the American Red Cross-Central Iowa Chapter's 2002 annual report.

In another competition, the Hanser firm also received two international awards in the 2003 Communicator Awards, which recognizes excellence in communications. The firm was honored for Hubbell Realty Company's Legacy Golf Course Community launch and American Red Cross-Central Iowa Chapter's 2002 annual report.

Hanser's entries were among the 3,600 submitted for judging in the 2003 Communicator Awards. Other entries were from all 50 states and numerous foreign countries.

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## **PRSA people . . .**

### **News Releases**

Is it your custom to issue news releases electronically, using FAX or e-mail, either from your own database or through PR Newswire or a similar service? Give one quick reason why.

Send your responses-and other news-to [wdavis@iastate.edu](mailto:wdavis@iastate.edu).

One member, responding to last month's query about "how much time would you estimate you spend, on an average day, writing and responding to e-mail?" said: "Depends on what is going on in the department. Typically averages around 10-15% of my time daily."

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## **On the national front . . .**

### **Matalin and Carville to Open 2003 International Conference**

Mary Matalin and James Carville will be the Sunday, October 26 Opening General Session speakers for the 2003 PRSA International Conference, October 25-28, at the Hilton New Orleans Riverside, New Orleans, La. When sharp-tongued, no-nonsense

Mary Matalin and "the Ragin' Cajun," James Carville, communicate, sparks fly. Wife and husband, top Republican and top Democratic strategists, respectively, Matalin and Carville know politics and media from the inside out?but from opposite sides of the political spectrum. Save the date to see this entertaining, knowledgeable duo who have negotiated the very top echelons of power. Don't miss their insights on government, the press and managing perceptions, not to mention balancing a marriage and children!

## **Universal Accreditation Board Update**

The Universal Accreditation Board (UAB) continues to prepare for the July launch of the new Examination for Accreditation in Public Relations. As materials are prepared, they are added to the Web at [www.accreditationboard.org](http://www.accreditationboard.org). Recently, three new FAQs were posted. Also, the list of recommended texts for the new Examination for Accreditation in Public Relations can be found at

[http://www.prsa.org/\\_Advance/apr/publications.asp?ident=apr4](http://www.prsa.org/_Advance/apr/publications.asp?ident=apr4). If you are more the visual type, the following site will tell you how the new process will work as both a prospective candidate and as the chair of Accreditation:

[http://www.prsa.org/\\_Advance/apr/process.asp](http://www.prsa.org/_Advance/apr/process.asp). For more information, contact Kathy Mulvihill, manager, Universal Accreditation Program, PRSA, at 212-460-1436 or [kathy.mulvihill@prsa.org](mailto:kathy.mulvihill@prsa.org).

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## **Employment . . .**

### **Senior Communications Consultant & Communications Consultant**

As a Senior Communications Consultant or Communications Consultant with the Principal Financial Group, you will be responsible for consulting with clients to meet their communication needs, with the goal of helping the company meet its objectives. This includes planning and developing communication strategies to further the understanding and perception of client policies, procedures, programs, and/or issues. You will determine the communication objectives and may execute against plan, which includes conceptualizing, gathering information, writing, editing and designing print, and/or audiovisual materials. The communications consultant position focuses on meeting the client's web communication needs.

#### **Qualifications:**

- College degree or equivalent, plus 4-6 years for communications consultant/6-8 years for senior communications consultant work related experience required;
- Must have excellent organizational, problem-solving, presentation, and oral and written communication skills, along with strong basic analytical skills;
- Ability to take an integrated communications approach to solve complex communications issues required;

- Must be committed to dedicating the time needed to get the job done and consistently meet deadlines;
- PC skills are required with the ability to maintain a high degree of accuracy and pay strict attention to detail;
- Must have HTML experience (communications consultant only);
- Knowledge of Dreamweaver, Knowledgebase, Fireworks, Photoshop or other graphics programs preferred (communications consultant only);
- Must be able to consult with clients and maintain a high degree of confidentiality.

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AA/EEO or apply online at [www.principal.com](http://www.principal.com).

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